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ABSTRACT

Intended for use by those interested in promoting books and reading in the world, this report examines book production and reading characteristics in Bulgaria. Major sections of the report deal with intellectual production, publishing activities, physical production, distribution, reading habits, professional training, and legal and institutional considerations related to book production. Specific topics discussed in these sections include the following: (1) the language in which Bulgarian literature is written; (2) forms of encouragement for authors and translators; (3) professional organizations; (4) literary criticism; (5) unification and standardization of terminology in the translations of scientific and technical literature; (6) publishing houses; (7) the state of publishing; (8) meeting readers' needs; (9) distribution networks; (10) libraries; (11) educational and literacy levels; (12) factors limiting reading; (13) professional training services for book publishing staffs, book marketing specialists, librarians, printers, publishers, and booksellers; (14) copyright regulations; and (15) encouragements for reading and book production. (FL)

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Studies on Books and Reading No. 12

BOOKS AND READING IN BULGARIA

by Vladimir Simeonov
and others

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UNESCO

PREFACE

This document is one of a series of national monographs that Unesco is publishing on the state of books and reading in a number of countries. The aim is to provide book professionals, and more generally, all who are interested in promoting books and reading in the world, with as detailed as possible a survey of matters relating to authorship, publishing, material production and distribution of books, and reading in the countries concerned.

The publication of this series of monographs forms part of Unesco's programme, adopted by the General Conference at its twenty-first session (1980), to identify obstacles to book production and distribution so as to contribute to activities planned for the development of cultural industries and to country programming. It is hoped that the information obtained will be useful in indicating areas where efforts are needed at the national level to improve book production and increase reading activities in the countries concerned. Unesco has asked the authors to follow the same pattern, as far as possible, so that their research findings may appear in a comparable form.

This document has been prepared by a panel of authors under Associate Professor Vladimir Simeonov, Ph.D., General Director of Book Publishing in Bulgaria. The panel includes also:

Trayan Ivanov, Director of the Jusautor Agency;

Atanas Svilenov, literary critic, "Literary Criticism", Section of the Union of Bulgarian Writers;

Boris Damyanov, Secretary of the Union of Bulgarian Translators;

Engineer Lyubomir Loutsov, Deputy Director General of the "Bulgarska Polygraphia" Corporation;

Angel Angelov, Deputy Director General of the "Book Distribution" Corporation;

Associate Professor Hristo Hadjihristov, Ph.D., Deputy Director of the "Cyril and Methodius" National Library;

Konstantina Nedkova, Ph.D., Institute of Cultural Research at the Bulgarian Academy of Sciences and the Committee of Culture;

Margarita Zaharieva, Editor-in-chief at "Bulgarska Kniga";

Anny Bagarova, Senior Editor at "Bulgarska Kniga";

Ancho Krustev, Secretary of the National Council of the Friends of Books Movement;

Vera Gyoreva, Senior Editor at "Bulgarska Kniga";

Vassil Pekounov, Senior Editor at "Bulgarska Kniga".

The authors are responsible for the choice and the presentation of the facts contained in this text, and for the opinions expressed therein, which are not necessarily those of Unesco and do not commit the Organization.

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"Books play an extremely important role in Socialist Bulgaria. Socialist Bulgaria has done away with illiteracy which is the main barrier between the broad masses and books. The educational and cultural standards of the people rise with every passing year. The growing prosperity of the people and the low prices of books in this country make books more and more accessible to all.

The Bulgarian Communist Party, our state bodies and cultural institutions make great efforts to multiply our treasury of books and to see that it spreads even more widely among the people and the youth."

TODOR ZHIKOV

I. INTELLECTUAL PRODUCTION

The Bulgarian people have had a script and a culture of their own since times of old and among their most conspicuous national features are a thirst for knowledge, eagerness to learn and love of books. The first Bulgarian books appeared more than ten centuries ago and the reign of King Simeon the Great (893-927) has gone down in history as "the Golden Age of Bulgarian Letters". Throughout their history, in periods of glory and decline, of foreign bondage and hardships, the Bulgarian people have written and spread their books, which have always been linked with their destiny and struggles. Without this literary past it would be impossible to understand properly the place and role of books in present-day Bulgaria.

The sweeping changes in the nation's political and economic structures after the socialist revolution of September 9, 1944, led to a gradual eradication of illiteracy in the country and to a democratization of education and culture which became accessible to the masses. Suffice it to mention that education in Bulgaria is tuition-free at all levels and secondary education is compulsory. As time passed the publishing, printing and distribution of books gathered momentum and in recent years there has been a remarkable boom in this sphere. Bulgaria today is among the world's leading nations in terms of books published per capita, its network of state and public libraries, the number of books read, personal libraries in every home, rural areas included, the degree to which readers' interests are satisfied, the volume of translations of foreign authors, the import and export of books, etc.

1. Language in which Bulgarian Literature is written

Bulgaria has a population of about 8.5 million. It is a mononational state, and the official and literary language is Bulgarian. There are a number of local dialects but their use is limited to certain regions and they play no part whatsoever in the nation's literary activity. In this sense there are no language problems connected with the production and distribution of books.

Bulgarian is one of the group of Slavic languages; more precisely, it belongs to the South Slavic languages.

The creation of the first Bulgarian alphabet by Constantine-Cyril, the Philosopher, during the second half of the 9th century (883) not only marked the beginning of the centuries-old history of the literary Bulgarian language and of the Slav script; it was, in fact, a great revolutionary act through which a new, until then unknown, culture in the history of nations was conceived. This script, which was close to the Slav tribes and which they could easily comprehend, gave them access to mankind's spiritual values.

The earliest Bulgarian alphabet devised by Constantine-Cyril was the Glagolitic, but another Old Bulgarian alphabet, the Cyrillic, was introduced in the late 9th or early 10th century. Later literary memoirs link the reformation of the graphic system and the invention of Cyrillic characters with the name of Kliment of Ohrid: "He also devised other shapes of the letters so as to make them clearer than those invented by the wise Cyril..." (Dimiter Khomathian, 13th century).

With the translation of the first Greek liturgical texts the brothers Cyril and Methodius laid the foundations of the Old Bulgarian literary language, the first written language in the Slav vernacular.

The inception of modern Bulgarian is associated with the name of Paissy of Hilendar and his famous "Slav-Bulgarian History" (1762). For Paissy language and people were two indivisible notions. This concept also underlay the work of a whole group of devoted architects and defenders of the Bulgarian language. After Bulgaria's liberation from five centuries of Ottoman domination in 1878, the literary language began developing rapidly, for the independent Bulgarian State needed a common national literary language of its own.

The Bulgarian literary language is now among the most democratic national languages in the world. It has its own specific features, a rich and varied verbal system and an exceptionally rich vocabulary. Having embodied the historical experience of the Bulgarian people, it is one of the oldest and most perfectly written languages in the world today.

2. Unification and Standardization of Terminology in the Translation of Scientific and Technical Literature

The collecting and spreading of new scientific and technical terms is done by the Union of Bulgarian Translators (SPB).

In 1979 the SPB Board endorsed a "Concept of the Establishment of a System of Scientific and Technical Terminology". The system's main purpose is to collect, standardize and translate foreign terminology into Bulgarian in all sectors of the national economy, as well as to translate some specific Bulgarian scientific and technical terms into the main foreign languages.

A Central Commission of Terminology has been set up specially for the purpose at the Union of Bulgarian Translators and among its members are representatives of the local institutions concerned, such as the State Committee for Science and Technological Progress (Central Institute of Scientific and Technical Information), the Bulgarian Language Institute of the Bulgarian Academy of Sciences, the Committee of Standardization, publishing houses, etc.

The Commission has already released Russian-Bulgarian and English-Bulgarian lists in the field of genetics and an English-Russian list of terms in robot engineering. Lists of new terms in the fields of electrochemistry, corrosion, micro-processor technology and other areas are being compiled. These lists include new terms in the respective areas which do not figure in the Bulgarian dictionaries, manuals and other reference books available. The terms are arranged alphabetically and these are alphabetical indexes of the Bulgarian terms with a digital reference to the foreign term.

The Union of Bulgarian Translators also participates in the terminological activity of the International Federation of Translators (FIT) and co-operates with national translators' organizations elsewhere.

The Union's programme also envisages the setting up of a national terminology bank which would provide a reliable groundwork for the compilation of special dictionaries in future.

3. Literary Criticism

The April 1956 plenum of the Central Committee of the Bulgarian Communist Party was very important, both for contemporary Bulgarian literature and for the favourable development of literary criticism. The unanimous opinion over the past quarter of a century since the plenum has been that this turning point in the nation's socio-political life also contributed to the overcoming of sectarian deviations and dogmatic standards in aesthetic thinking and to the creation of a genuine creative atmosphere which gave freedom of expression to all representatives of literary criticism. Criticism genres have become increasingly diverse. The intellectual level of literary criticism and the erudition of its representatives have increased. The scope of methods and means employed by critics has expanded. Questions of literary heritage are elucidated in greater detail with much emphasis being laid on the search for the organic link between past and present ideas, between past and contemporary moral and philosophical problems.

A collection was published in the Soviet Union in 1980 with the aim of reviewing the state of contemporary literary criticism in Bulgaria, shedding light on the main trends in its development and revealing the characteristic features of the activity of some of its leading representatives. This collection bears the meaningful title "Unity and Diversity". It is indeed a reflection of the real achievements of present-day Bulgarian literary criticism: unity of the different authors on the basis of the Party's cultural policy and the method of socialist realism, on the one hand, and variety of creative individualities, approaches to artistic phenomena and styles of expression, on the other.

In the past few years this general characteristic has been coupled with a greater striving after synthesis and a loftiness of concepts. While this is less conspicuous in press publications it is clearly discernible in books by the different critics, as well as in some collective studies, such as the two-volume publication prepared by the Literary Research Institute of the Bulgarian Academy of Sciences and devoted to the development of Bulgarian literature from the 1940s to the early 1970s. Being a first venture, this survey of a lengthy period has some shortcomings, but is also a commendable attempt at spanning the lasting dimensions of literary processes, overcoming the empirism of facts and at lending a profound meaning to phenomena.

The three-volume "History of Bulgarian Literature" has a similar aim. It has already been approved by the Institute of Literary Research and will go to press soon. It is not a collective effort, but the work of a single author, the young critic, Svetlozar Igov. The same tendency is seen in such monographic studies of recent years as "The Bulgarian Novel after the Ninth of September", by Toncho Zhechev, "The Historical Novel in Bulgarian Literature", by Georgi Tsanev, "The Bulgarian Marxist Criticism and our National Literature", by Georgi Dimov, "The Bulgarian Short Stories between the Two World Wars", by Mihail Vassilev and "The Modern Bulgarian Short Story" by the same author, "The Literature of Socialist Realism", by Vassil Kolevski, "An Aesthetical Breakthrough in the Poetry of the Twenties", by Rozalia Likova, "The Contemporary Bulgarian Novel", by Boyan Nichev, "Bulgarian Symbolism", by Simeon Hadjikossev, "Philosophical Problems in Bulgarian Poetry", by Zdravko Cholakov, and others.

Recently, there has been an increase in the writing of monographs; these take the form of detailed studies on leading representatives of the nation's literary heritage. The salient features of these books is an attempt to draw a picture of the individual against the background of the country's overall socio-political and cultural development, to establish a direct correspondence between the philosophical and social aspirations of the intelligentsia and the Bulgarians' revolutionary struggles on the one hand, and to treat literature as an expression of the national character and reveal its dimensions in greater depth by literary means, on the other. The comprehensive nature of this task is present already in works which appeared a little earlier, such as "Panorama of Bulgarian Literature" by Academician Panteley Zarev and "The Bulgarian Easter or Bulgarian Passions" by Toncho Zhechev, and in more recent times in such works of literary criticism as "Doomed to Immortality" by Pencho Danchev, Stoyan Karolev's monograph on Pencho Slaveikov, Efrem Karanfilov's studies on Zahari Stoyanov and Anton Strashimirov, and in scores of other books.

In describing the present state of literary criticism in Bulgaria we must also mention its predilection for documents, for authentic literary evidence. There is a preference for reliable sources which provide first-hand information about a writer's relationship with society and with the time in which he lives and works. Memoirs of leading representatives of the nation's literary heritage are again appreciated and their texts have been republished. Also a well organized programme for interviewing eminent contemporary Bulgarian writers has been put into effect. Several dozen poll-like books have already appeared.

Naturally enough, the broad reading public identifies the notion of literary criticism with articles written in special cultural, literary and other periodicals and newspapers, as well as with relevant radio and television programmes. Some contradictions can, however, be observed. While it is undeniable that gifted and learned critics with a firmly established reputation have made their mark in this kind of literary activity, there are also those casual "guest performers" and nonentities who help to discredit it. There are authors who are willing to cater to the tastes of the moment and to pander to the criterion of one writer or another. These weaknesses and shortcomings of criticism are combatted through public opposition and a sober analysis of the facts by the two main centres of literary criticism: the Union of Bulgarian Writers and the Bulgarian Academy of Sciences' Institute of Literary Research. All the more so because they are responsible for the main publications dealing with literary criticism. These publications are: the "Literatouren Front" newspaper, organ of the Union of Bulgarian Writers, a large-format eight-page weekly which contains a considerable number of articles, reviews, profiles, surveys, essays, interviews, pamphlets and notes; the "Septemvri" and "Plamuk" literary magazines with regular columns on criticism and a wide range of contributors; the "Pouls" literary newspaper for young people, a weekly concerned mainly with the problems of the younger generation in literature; the "Literatourna Missul" and "Literatourna Istoria" magazines of the Bulgarian Academy of Sciences' Institute of Literary Research: the literary almanacs published in the big provincial cities of Plovdiv ("Trakia Almanac"), Bourgas ("Moré Almanac"), Stara Zagora ("Horizont Almanac"), Gabrova ("Zornitsa Almanac"), Vratsa ("Okolchitsa Almanac"), Veliko Turnovo ("Yantra Almanac"), etc.

The dailies publishing critical texts most frequently are the "Otechestven Front" and the "Vecherni Novini", as well as the "Rabotnichesko Delo" which also deals with some key aspects of literary development. The "ABC" weekly, which is entirely concerned with the literary output, not only offers information about new books, but also runs regular columns on criticism in which it grades aesthetic works and treats the typical distinctions between different authors' artistic endeavours, their individual style, and so on. A more lasting contact with literary criticism has been established by Bulgarian Radio, but the television is still looking for appropriate forms of contact and seems to be more passive and not really in touch with the live atmosphere of the literary process.

By and large, literary critics in Bulgaria have every opportunity for creative expression - both in terms of publishing their books and of having their articles and reviews printed in a number of newspapers and periodicals. Statistics show that about fifty books by different literary critics appeared in 1980 alone, and this level of output is expected to remain largely unchanged until 1985.

4. Authors and Translators. Forms of Encouragement

Writers and translators in Bulgaria are not restricted in any way in their artistic activities. The education, upbringing and the whole intellectual advancement of society and the individual are a prime concern for the policy of the State which has proclaimed them its principal value. Moreover, the State not only calls for the attainment of these goals but works actively for their realization. It has set up a system of stimuli for encouraging creative activity, considering it socially necessary. Special laws have been enacted for the purpose.

In general terms, these stimuli can be described as follows:

- state institutions and public organizations have been granted rights and financial possibilities to sign contracts with authors for the writing of works they need;

- there is a special law on creative funds (published in the "State Gazette", issue No. 27 of 3 April 1973, with amendments published in the same newspaper's issue No. 20 of 9 March 1979), whose purpose is to stimulate creative activity and to help implement the State policy in the sphere of culture, arts and science. Such funds have been set up with the country's cultural unions, namely those of Bulgarian writers, artists, composers, film makers, journalists, actors, musicians, scientists, architects, translators, and the Committee of Culture.

The funds are raised by deducting a percentage from the authors' fees, from the retail prices of books and, in general, from the revenues of the organizations and institutions using the authors' works. The Committee of Culture has issued a special instruction on the implementation of the law on creative funds and on the sources of money for the different funds.

These funds are used:

- for reviews, festivals, contests and other national and international undertakings for the promotion of art, culture and science;

- for providing material conditions (contracts, travel, investigations, etc.) for the creation of literary, artistic and scientific works of high ideological, artistic and scientific quality, and for stimulating artistic skills;

- for aiding individual intellectuals in their creative activity, for foreign exchanges, grants and scholarships, awards, etc.;

- for social insurance, holidays and recreational facilities, pensions, etc.

An author or translator can receive, therefore, an order to write or translate a work for which he is remunerated as a first edition or the fee is distributed in monthly payments. Upon publication of this work the author or translator is entitled to further remuneration in accordance with the pay rates for authors', executive and other creative labour which have been endorsed by the Council of Ministers of the People's Republic of Bulgaria.

Thus, the material and creative interests of authors and translators are protected through their membership in their professional associations (the Unions of Bulgarian Writers, Scientists, Journalists or Translators). On the other hand, through the creative funds they are guaranteed financial support in writing or translating the respective works, and can also avail themselves of the patronage, as it were, of institutions and public organizations which assign them the task of creating works under the same favourable terms.

The system of pay rates also acts as a stimulation for authors and translators. At present there are nine such pay rates based on the way in which an author's work is used and the specific type of creative work involved. These rates are for the following: 1) Prose and poetry; 2) Scientific literature; 3) Dictionaries, encyclopaedias, manuals; 4) Bibliography, scientific information; 5) Textbooks and others; 6) Translation of fiction, scientific and other literature; 7) Musical works; 8) Illustration, photography, reviews, editing, proofreading, etc.

Two kinds of remuneration are provided for: the main payment which is guaranteed to the author within the amount set in the pay rates and determined by specialists and the publisher for a single work, and a percentage of the retail price of each copy sold. In this way, the appraisal of the publisher and specialists who have recommended the work and the public's appraisal are combined. These are again legislatively endorsed stimuli designated to give the author not only financial but also moral support.

This system of moral stimulation which has been set up under the State Council decree, as well as its constant implementation should also be taken into account when speaking of the status of authors and translators in Bulgaria.

This system which often combines moral incentive with its material equivalent applies throughout the country from the local to the national level.

5. Professional Organizations

The Bulgarian writers have their union, a creative public organization based on the principle of voluntary membership. The Union of Bulgarian Writers (SBP) was founded in 1913 to protect the professional and creative interests of its members. By organizing, uniting and guiding the men of letters and by helping and stimulating them in their activity, the SBP contributes in a tangible way to the achievements and wealth of Bulgarian literature.

More specifically, the Union's tasks are to strengthen the links between the writers and the people; to draw the writers' attention to contemporary topics and to the people as builders of present-day socialist Bulgaria; to further the principles of socialist realism, to develop literary criticism, theory and history from the viewpoint of Marxism-Leninism; to assist the exchange of professional experience between writers and to provide conditions for creative debates and discussions, criticism and self-criticism; to aid the growth of young talents; to defend the professional rights and interests of writers; to improve their material and living conditions and their social and legal status, etc.

The Union of Bulgarian Writers is an independent body corporate supporting itself with its own revenues. It has about 350 members. The Union's supreme organ is its Congress which is held every four years. The Congress elects a Board and an Auditing Commission. The Board elects from among its members a Bureau which is in charge of the operative management of the Union's affairs.

The SBP has a Creative Fund and a Studio of Young Writers, as well as sections for prose, poetry, criticism, children's and teenagers' literature, dramaturgy and script-writing. The sections are important elements in the Union's activity. They hold meetings and discussions, exchange creative experience and propose the admission of new members. The popularization of Bulgarian literature abroad is entrusted to a specially appointed commission. Local SBP societies have been set up in the country's major cities.

The Union runs its own network of holiday facilities. It has its own publishing house called "Bulgarski Pissatel" and publishes a number of literary newspapers and periodicals such as the "Literatouren Front" and "Pouls" newspapers and the "Septemvri", "Plamuk", "Suvremennik", "Kartinna Galeria" and "Slaveiche" magazines, the "Trakia", "Moré", "Horizont", "Yantra" and other almanacs.

The Union of Bulgarian Translators, a cultural and professional organization, is an association of publicly recognized translators of fiction, socio-political, scientific and technical literature, simultaneous and consecutive interpreters and the theoreticians, historians and critics of translators. It has been set up to ensure a high professional level of translation in Bulgaria.

The supreme organ of the Union of Bulgarian Translators (SPB) is its Congress which is held every five years. The Congress elects the Board and the Control Commission of the Union.

The SPB has sections for fiction, socio-political literature, scientific and technical literature, simultaneous and consecutive interpretation and theory, history and criticism of translation. It also has seven district societies in the country's major cities.

A Studio of Young Translators and a Creative Fund have been set up at the Union.

The SPB is self-supporting; its revenues come from membership fees, a percentage from the sale of translated literature, incomes from its own undertakings and other sources.

II. PUBLISHING ACTIVITIES

1. Publishing Houses

In Bulgaria there are twenty-seven publishing houses. Thirteen of them are state ones which means that they are entirely state-run - in terms of themes, staff and finances. The remaining fourteen are owned by public organizations, cultural unions, ministries or other institutions. Twenty-five of all the publishing houses are based in the capital Sofia; the "Hristo G. Danov" publishing house is based in Plovdiv, and the "Georgi Bakalov" publishing house in Varna.

The state-owned publishing houses are "Naouka i Izkoustvo", "Narodna Prosveta", "Technika", "Narodna Koultoura", "Zemizdat", "Meditsina i Fizkoultoura", "Mouzika", "Otechestvo", "Septemvri", "Dr. Peter Beron", "Svyat", "Hristo G. Danov" and "Georgi Bakalov". The "Dr. Peter Beron" and "Svyat" publishing houses are new and have been functioning since the beginning of 1982. The former specializes in the publication of dictionaries and other reference books and the latter in the publication of literature in foreign languages.

Public publishing houses and those owned by various establishments include "Partizdat" (Central Committee of the Bulgarian Communist Party), "Narodna Mladezh" (Central Committee of the Dimitrov Young Communist League), "Bulgarski Pissatel" (Union of Bulgarian Writers), "Voenno Izdatelstvo" (Ministry of National Defence), "Profizdat" (Central Council of the Bulgarian Trade Unions), "Otechestven Front" (National Council of the Fatherland Front), "Izdatelstvo na BZNS" (Standing Committee of the Bulgarian Agrarian Party), "Izdatelstvo na BAN" (Bulgarian Academy of Sciences), "Bulgarski Houdozhnik" (Union of Bulgarian Artists), "Izdatelstvo na Agentsia Sofia-Press ("Sofia-Press" Agency), "Sinodalno Izdatelstvo" (the Holy Synod of the Bulgarian Orthodox Church), "Boulgarreklama" ("Reklama" economic organization of the Ministry of Home Trade and Services) and "Standartizatsia" (State Committee for Science and Technological Progress).

The main publishing houses which ensure the bulk of the country's output of books and play a key role in satisfying the public demand for books are "Technika", "Naouka i Izkoustvo", "Partizdat", "Bulgarski Pissatel", "Narodna Koultoura", "Narodna Prosveta", "Narodna Mladezh", "Meditsina i Fizkoultoura", "Otechestvo", "Zemizdat", "Izdatelstvo na BAN", "Profizdat", "Voenno Izdatelstvo", "Otechestven Front", "Bulgarski Houdozhnik", "Hristo G. Danov", "Georgi Bakalov", "Sofia-Press" and "Septemvri".

In volume of production, i.e. in terms of the number of titles released per year, the amount of paper used and total commodity production, the leading publishing houses are "Narodna Prosveta", "Technika", "Narodna Koultoura", "Partizdat", "Naouka i Izkoustvo", "Bulgarski Pissatel", Narodna Mladezh", "Meditsina i Fizkoultoura", "Hristo G. Danov" and "Otechestvo".

The size and structure of the publishing houses differ considerably. The smallest have a personnel of about a dozen people, and the largest about 150. The senior managerial posts in a publishing house are those of the director, deputy director and editor-in-chief.

The director is in charge of the publishing house's entire activity and bears full responsibility for it. The deputy director is his principal assistant in the fields of finance, business and production. The editor-in-chief is responsible for the organization of the practical work - selection of themes and authors, contents of the output and organization of the editorial and publishing work.

Each publishing house has its own functional departments or sections for planning, production, legal matters, accounting, proofreading and administration, etc. The editorial units are the most important ones. It is there that the planning of the themes begins and the author's manuscript is prepared for publishing. Each publishing house has several editorial sections which are specialized in accordance with the profile of the publishing house itself. Each of them has a book design and layout department. Four publishing houses also have calligraphic departments, and the "Mouzika" publishing house has a music printing department.

Planning is done on a two-year basis. The thematic and financial aspects of these plans are reviewed continuously, up to twenty days before a book goes to the press. Since most of the publishing houses do not have printing facilities of their own, they sign annual and three-month contracts with the printing enterprises. The books are sold through the organizations of a special commercial enterprise called "Knigorazprostranenie".

According to Bulgarian practice, the main figure in a publishing house is the editor. He establishes contact and keeps in touch with authors, plans the books in his thematic group, evaluates manuscripts from the point of view of content, finances, destination, etc., arranges for the editing of the manuscripts accepted for publication and secures editors who are not on the payroll, since in Bulgaria only half of the books published are edited by editors on the regular payroll of publishing houses. The others are edited by outside contributing specialists.

The different kinds of literature are published by different publishing houses as follows:

Fiction: "Narodna Koultoura" (translated literature only), "Bulgarski Pissatel" (original Bulgarian literature only), "Hristo G. Danov", "Georgi Bakalov", "Partizdat", "Profizdat", "Otechestven Front", "Narodna Mladezh", "Izdatelstvo na BZNS", "Voenno Izdatelstvo", "Svyat" and "Sofia-Press".

Literature for children and teenagers: "Otechestvo", "Narodna Mladezh", "Bulgarski Pissatel", "Bulgarski Houdozhnik", "Svyat", "Georgi Bakalov", "Voenno Izdatelstvo", "Sofia-Press".

Literary theory and criticism: "Naouka i Izkoustvo", "Bulgarski Pissatel", "Izdatelstvo na BAN", "Partizdat", "Narodna Mladezh", "Otechestvo", "Sofia-Press".

Technical literature: "Technika", "Izdatelstvo na BAN", "Georgi Bakalov", "Sofia-Press".

Medical literature. Sports and tourist literature: "Meditsin i Fizkoultoura".

Natural sciences: "Naouka i Izkoustvo", "Izdatelstvo na BAN", "Sofia-Press", "Hristo G. Danov", "Georgi Bakalov", "Svyat".

Agriculture and forestry: "Zemizdat", "Izdatelstvo na BAN", "Sofia-Press".

Social sciences. Politics: "Naouka i Izkoustvo", "Partizdat", "Narodna Mladezh", "Profizdat", "Otechestven Front", "Izdatelstvo na BZNS", "Voenno Izdatelstvo", Izdatelstvo na BAN", "Peter Beron", "Sofia-Press", "Svyat", "Septemvri".

Art literature: "Naouka i Izkoustvo","Izdatelstvo na BAN", "Bulgarski Houdozhnik", "Septemvri", "Mouzika".

Textbooks, teaching aids: "Narodna Prosveta" (all textbooks, manuals and teaching aids for the comprehensive secondary polytechnic schools). Textbooks for vocational schools and establishments of higher education are published by "Naouka i Izkoustvo", "Technika", "Zemizdat", "Meditsina i Fizkoultoura", "Mouzika" and "Georgi Bakalov". The publishing houses of the country's political parties and public organizations release specialized literature for circles, seminars, etc.

2. State of Book Publishing

a) School books

Educational literature accounts for a big share of the output. The 1970-1980 period saw the appearance of 9,586 titles with an average annual print run of 10-15 million copies. Both the number of titles (an average of 850-900 a year) and the total print run of school literature vary every year, depending on the needs of public education, the number of students at the different kinds of schools, the opening of new establishments of higher education, etc.

The school literature is divided into several groups: textbooks for the higher and semi-higher establishments of learning (the largest share); textbooks for the unified secondary polytechnic schools and for the vocational schools; school methodological literature for teachers, students and specialists.

The Higher Education Council of the Ministry of Education, which is the supreme managerial organ of higher education in Bulgaria, orders every year the textbooks for the respective establishments of higher education, faculties and subjects. The Ministry of Education orders the necessary textbooks for the unified secondary polytechnic schools, vocational schools, foreign-language courses, etc. The methodological school literature is published like any other literature.

For ten years now students have been receiving free textbooks for use over a three-year period. After the expiry of this period each textbook is discussed and an improved version published to last for five to six years, or more. In this way Bulgarian families are relieved of the necessity to buy textbooks for their children, huge quantities of paper are saved and students develop a careful attitude to the textbooks which they have to hand over to their younger school mates the following year.

A new system of secondary and higher education was introduced in 1981 which entails new and qualitatively higher standards for school literature.

b) Fiction

Fiction for adults is issued by ten publishing houses, three of which also publish books on literary theory and criticism. Two specialize exclusively in the publication of prose and poetry: "Bulgarski Pissatel" - for classic and modern Bulgarian literature, and "Narodna Koultoura" - for translated fiction. In the remaining eight, the thematic range of fiction is in accordance with the main purpose and character of each publishing house.

These publishing houses co-operate closely with the Union of Bulgarian Writers, the Union of Bulgarian Translators and research institutes. The thematic plans are worked out with the help of a wide range of specialists - writers, translators, literary theoreticians and critics.

The development of fiction over the 1970-1980 period shows a markedly positive tendency which is expressed in a rapid growth of print runs, from 8,324,000 to 18,616,000, and a slower increase in the number of titles, from 609 to 727. This tendency reflects an effort to meet the demand for really good fiction and limit the publication of inferior works.

Fiction occupies a foremost place in the structure of book publishing in Bulgaria. The 1981 statistics show that it accounted for 16.7 per cent of all the titles published, for 31.3 per cent of the total print run and for 4.5 per cent of the paper used in terms of sheets of the run.

In addition, the ratio between original and translated literature has improved and so has that between classics and modern authors; the share of multi-volume editions and of books which have gone into more than one edition has increased to respond more effectively to the demands and interests of readers.

Naturally, main attention is devoted to original fiction. Statistics of recent years show that by the number of titles it makes up about 62 per cent of all the fiction published in the country. The national literary heritage is presented in different types of edition: academic complete works, multi-volume editions, de-luxe illustrated editions, series, paperback editions for the needs of students, etc. The works of Botev, Vazov, Elin Pelin, Yovkov, Yavorov, Smirnenski, Vaptsarov and other authors are often published in 80,000-150,000 copies each - huge runs by Bulgarian standards.

The works of contemporary Bulgarian writers predominate in the thematic programmes of Bulgarian publishing houses. In 1981 they accounted for 50.4 per cent of all titles and for 29 per cent of the total print run. The continuous quantitative growth of editions of modern original literature is a sign of the publishing houses' efforts to advance the national literary process.

Bulgarian publishing houses also offer the young literary generation conditions and opportunities for creative expression. Besides the numerous literary almanacs which offer their pages mostly to young authors from different regions of the country, between 25 and 30 debut books - prose, poetry and criticism - are published every year. The "Narodna Mladezh", "Hristo G. Danov" and "Georgi Bakalov" publishing houses have set up special series of first books by young authors.

c) Literature for Children and Adolescents

A total of 2,379 different children's and teenagers' books were published in 118,103,000 copies in Bulgaria in the 1970-1979 period. In 1979 they accounted for 6.5 per cent of the total number of titles and for 22.4 per cent of the total run of books published that year.

	Titles			Print Run		
Year	Books	Brochures	Total	Books	Brochures	Total
1970	125	102	227	3,218,000	5,464,000	8,682,000
1971	146	131	277	3,795,000	6,543,000	10,338,000
1972	139	78	217	3,986,000	3,790,000	7,776,000
1973	134	95	229	3,808,000	7,034,000	10,842,000
1974	121	122	243	4,427,000	10,978,000	15,405,000
1975	138	78	216	5,395,000	8,900,000	14,295,000
1976	149	96	245	6,905,000	10,749,000	17,554,000
1977	157	79	236	6,121,000	5,939,000	12,060,000
1978	172	66	238	6,263,000	3,805,000	10,068,000
1979	180	71	251	7,411,000	3,672,000	11,083,000
TOTAL:	1,461	918	2,379	51,229,000	66,874,000	118,103,000

+ Statistical Yearbook "Book Publishing and the Press" 1970-1980

The analysis of the above table shows a steady increase of books in the last five years at the expense of brochures (offset books for children), which had a negative effect on the total print run. The reduction of the total run was necessary because of a certain over-saturation of the market with similar offset books which were published in runs too big by the country's standards during the 1974-1976 period. This procedure is being followed purposefully and suits the objective requirements of readers.

One publishing house specializes exclusively in the publication of literature for children and adolescents ("Otechestvo") and there are special sections at three more publishing houses ("Narodna Mladezh", "Bulgarski Pissatel" and "Bulgarski Houdozhnik"); their output satisfies to a great extent the interests and needs of young readers.

The thematic and genre range of children's and teenagers' literature can indeed be qualified as comprehensive. Children's books on all subjects are published, but the biggest share is held by fiction. Every effort is made to offer children and teenagers the best from the national and world literary treasury.

The original literature for children and teenagers accounts for the bulk of the publishing houses' output. Thus, for example, in 1979 it made up 72 per cent of the total number of titles and 58 per cent of the print run. Along with the works from the national literary heritage which are regularly re-published, great attention is also paid to modern Bulgarian literature. Authors are encouraged to create works more directly concerned with the image of the young man of today.

Every year the stock of children's and adolescents' literature is diversified and replenished with translations from about fifteen national literatures (80-90 titles). Books on a wide range of subjects from such series as "World Classics for Children and Adolescents", "Tales of the World", "Favourite Books and Characters", "Magicians", "Master Story Tellers" are received with tremendous interest.

Along with fiction which forms the main nucleus, popular science books account for an increasing share in the literary output for children and teenagers. In recent years Bulgarian publishers have given great attention to this important kind of literature. Special sections have been set up at the "Narodna Mladezh" and "Otechestvo" publishing houses which are looking for new forms and ways of interpreting a wide range of subjects from the various spheres of knowledge in accordance with the receptive abilities of children from different age groups. At present the encyclopedic and dictionary editions for children and teenagers are still insufficient.

Reprints are a key indicator in the structure of children's and adolescents' literature. They make up 30 to 35 per cent of titles and 35 to 40 per cent of print runs of the children's literature in Bulgaria. The overwhelming opinion, however, is that there are still many unexplored possibilities in this respect.

d) Scientific and Technical Literature

By and large, the scientific and technical literature over the past decade has been characterized by a considerable measure of stability. The number of titles is gradually growing and so is the total print run of such editions. About 850 different books from all spheres of knowledge are published in Bulgaria every year. Some dynamic changes prompted by the rapid progress of some economic sectors and of science itself are observed, however, in the "scientific literature" section.

Socio-political literature leads both in terms of titles (280-300 a year) and total print run (about 900,000 copies). In recent years it has increased rapidly, almost doubling in volume, and this is understandable in view of the Bulgarians' keen interest in the causes of world processes and phenomena and in the striking social changes in their country, as well as their search for an explanation of unique social phenomena in the nation's past and present. The Bulgarian people and their friends in the world have recently celebrated the 13th centenary of Bulgarian statehood and jubilee anniversaries in the history of the Communist Party; the First International Congress of Bulgarian Studies was held not very long ago, etc.

It can be said that at present the scientific socio-political literature has reached its zenith. In quantity it meets the needs of society and covers the necessary spheres. Its quantitative increase has therefore been somewhat reduced in favour of better quality and books intended for a wider range of readers.

For several years now, agricultural and medical literature has been within the optimum for Bulgaria, i.e., over 100 titles a year and a stabilized average print run. No substantial changes are expected in these areas. The number of translated books and joint ventures with foreign publishers will probably increase.

In recent years popular science technical literature has experienced a veritable boom as regards titles, print runs, themes, design, layout, etc. However, scientific technical literature has marked a decrease in the number of titles (102 in 1980) and a reduction of runs. This is not unexpected and is due to a host of factors. At this stage this is no problem for socialist Bulgaria. It is much more important that book publishing should meet the most important and current needs of society and help to modernize the main industries. That is why the efforts of publishers in this sphere are turned primarily to robot technology and automation, waste-free technologies and products, the problem of resources, the power industry, microprocessors, instrument-making etc. In the next few years the major part of technical literature will be concerned with these problems.

In the field of science studies and education the number of titles remains at an average of fifty a year. However, print runs have been reduced by almost one third because of the continuing fragmentation of science, cadres and, consequently, readers as well. In the spheres of art, literature and language studies the number of titles has tripled and so have the print runs. The market as well as sociological investigations show that the desired quantitative level has been attained. Henceforth publishers should concentrate mainly on improving quality in the broadest sense of the word.

e) Translated Literature

Translations figure prominently on the programme of Bulgarian publishers. A total of 6,017 titles, i.e., an average of about 600 a year, were published in more than 100,000,000 copies between 1970 and 1980. This makes up 13.4 per cent of all the titles released in that period and 22.51 per cent of the runs. Comparison with other countries shows that Bulgaria is among the leading nations as regards translated literature in proportion to the total literary output. In recent years this kind of literature has accounted for more than 15 per cent of the output of Bulgarian publishing houses, which suits modern needs and possibilities.

Many translations are also done in the spheres of social sciences, international relations, philosophy, natural history and mathematics, but naturally translated fiction takes the biggest share.

With the expansion of cultural exchanges and co-operation, translated literature is one of the most important factors of cultural communication with other nations. The number of translations published over the past five to six years has been continuously on the increase. While in 1974 the number of translated fiction titles was 156, in 1979 it reached 318. The total print run increase is even more impressive: from 3,443,000 to 9,837,000, i.e., an almost threefold growth. The geographic scope of translations is likewise expanding. Thus, for instance, translations from forty-nine national literatures appeared in 1980 alone. A special section for Asian, African and Latin American literature was set up at the "Narodna Koultoura" publishing house in 1980 to acquaint the local reading public with the literature of these regions which is comparatively less known in Bulgaria.

The distribution of translated books from all groups by language of the original is very interesting. The overwhelming part of the translations in Bulgaria are from Russian and the languages of the other Union Republics of the USSR. From 1970 to 1980 they numbered 3,065 titles from

all literary groups. This fact is explained by historical cultural traditions and links and the trends towards a high degree of integration in all spheres of material and cultural life. The second biggest number of translations during the same period were those from English, about 600 titles, followed by translations from German, about 500 titles, from French, Polish, Spanish, etc. In 1981 Bulgarian publishing houses translated and published 53 authors from the USA, 35 from France, 41 from the United Kingdom, 14 from Italy and so on. All this speaks in favour of a lasting cultural policy and a proper understanding and implementation of the Helsinki spirit.

Despite the undeniable successes of Bulgarian book publishing in the field of translated literature, it still falls behind the needs and constantly increasing requirements of the readers of today. A long-term programme for translated literature up to the year 2000 is therefore being prepared on the initiative of the late Lyudmila Zhivkova. It will fill in a number of gaps in presenting the achievements of world literature from mythology and folklore, the literary wealth of antiquity and the Eastern civilizations in various schools and trends down to the present day. All publishing houses will participate in carrying out this comprehensive programme, some provisions of which are already being implemented.

Foreign-language editions form a special group in the output of the Bulgarian publishing houses. A total of 3,890 titles were published during the 1970-1980 period, accounting for 8.6 per cent of all the titles published and for 51.3 per cent of all the titles translated. The latter figure deserves special attention. An average of 350 titles are translated from Bulgarian into foreign languages every year. These are mostly books by eminent Bulgarian authors of fiction, socio-political, scientific or technical literature which are translated into the most widespread languages in order to acquaint foreign readers with the cultural achievements and values of the Bulgarian people. Among these books are mainly editions earmarked for export, as well as text-books and school texts in foreign languages which are intended for local use. In the 1970-1980 period editions in Russian numbered 1,494, followed by editions in English (941), French (828), German (648), etc. A new state publishing house called "Svyat", specializing in the publication of Bulgarian literature in foreign languages, was created on 1 January 1982. Its activity will certainly lead to some changes in the national policy on book publishing.

f) Co-production and Regional Co-operation

The joint activity of Bulgarian publishing houses with foreign publishers is a relatively new but very promising form of the book publishing policy. At present this kind of co-operation exists mainly with publishing houses from the other socialist countries and consists of preparing joint editions+ and various kinds of co-editions. More than fifty editions of this kind are produced every year. They are prepared on the basis of a long-term plan drawn up in advance and co-ordinated with the senior book publishing bodies in the respective partner-countries. The publishers try to use their imagination and make these jointly produced books models in design and layout. Such exemplary

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+ A joint edition is one in the production of which authors and publishers from two or more countries are involved and which is published in both or in all partner-countries within a deadline agreed upon in advance.

joint editions are the Bulgarian-Soviet albums "Welcome, Brothers!" and "Georgi Dimitrov: A Contemporary of Ours".

The number of co-productions in all their variants has been increasing in recent years, with art and fiction being the preferred areas. Experience shows that this form of co-operation between publishers from different countries is economically advantageous and promising. Bulgarian publishing houses are therefore seeking to extend the range of their foreign partners.

3. Publishers' Output

The publishing houses in socialist Bulgaria release an increasing variety of books and brochures in ever bigger print runs. In the past ten years the number of books published every year varied between 3,700 and 4,700. An average of 4,080 titles were published in a mean annual print run of 50 million copies.

POPULATION, TITLES PUBLISHED AND PRINT RUN +

Year	Population	Total number of		Per million inhabitants	
		Titles	Copies	Titles	Copies
1970	8,490,000	3,799	41,029,000	447.46	4,832.62
1975	8,721,000	3,669	49,099,000	446.89	5,229.97
1981	8,890,000	4,817	61,510,000	541.84	6,919.01

The analysis of the above data shows that Bulgaria is among the countries with an active book publishing industry and close to the leading ones as regards the number of titles published per capita (between 5 and 6 over the past decade.

Having in mind the demands of social development and of the reading public and some tendencies in world book publishing, Bulgarian publishers react flexibly and effectively in determining the structural ratios of the literature published. This application of ratios and proportions between the main kinds of literature both for the country as a whole and for the different publishing houses is one means of improving thematic planning. The book market, sociological studies and the analysis of some other data show that, generally speaking, during the past decade the publishing houses regulated properly the ratios between titles in the different groups and the rates of development. This is evidenced by the following table:

+ Statistical Yearbook of the National Committee for Social Information for 1982

BOOKS PUBLISHED: TITLES CLASSIFIED ACCORDING TO UDC CLASSES +

Year	Total	Generalities	Philosophy	Religion	Social Sciences	Pure Sciences	Applied Sciences	Arts	Literature	Geography History
1970	3799	109	47	2	1012	232	994	215	830	246
1971	4188	162	30	8	1115	246	1174	252	878	252
1972	3978	153	49	12	1026	274	1111	247	739	208
1973	3963	140	55	12	949	262	1121	234	770	231
1974	3863	139	49	11	1041	277	1073	219	861	193
1975	3669	118	67	15	974	267	1006	173	857	192
1976	3813	119	39	6	998	238	1039	211	915	248
1977	4088	171	62	11	1045	244	1080	262	985	228
1978	4234	161	59	7	1105	240	1106	246	1019	291
1979	4600	179	50	6	1213	270	1262	274	1093	253

+ Statistical Yearbook of Unesco, 1970-1980

As can be seen, the leading place as regards the number of titles is held by the social and applied sciences and literature. However, every year imports from the Soviet Union total between 15,000 and 16,000 titles which are used by local readers in the original. This is four times the number of titles issued in Bulgaria. Only by taking this fact into account can one get a real idea of the number of titles and of the variety of themes offered to Bulgarian readers.

As regards print runs in the different thematic groups, the picture is somewhat different. In this area literature predominates and this is only natural. The print runs of titles in the sphere of social, exact and applied sciences are at approximately the same level, as evidenced by the following table:

BOOKS PUBLISHED: COPIES CLASSIFIED ACCORDING TO UDC+ (in thousand copies)

Year	Total	Gener-alities	Philo-sophy	Religion	Social Sciences	Pure Sciences	Applied Sciences	Arts	Literature	Geography History
1974	50027	308	481	20	6465	5935	4804	1927	26589	3498
1975	49099	185	516	56	5938	5805	5171	1349	24758	2584
1976	53672	207	285	55	7838	456	5429	2099	27973	2654
1977	51286	392	360	41	6632	5779	5287	2012	27545	3238
1978	50228	275	358	17	7473	4983	5532	1936	26474	3180
1979	52050	304	451	47	6616	4613	6156	1835	29644	2384

+ Statistical Yearbook of Unesco, 1974-1980

The analysis of the output in recent years and the extent to which the readers' demand is met, i.e. the state of the book market, give reason to predict a halt and even a certain reduction of print runs in some spheres such as economics, philosophy, technology, physics and mathematics. A further increase is expected in the print runs of fiction and children's literature, history and books intended for mass consumption. As far as titles are concerned, a gradual increase in their number is envisaged in all subjects, although at varying rates, so as to ensure a greater thematic variety and diversity of the book output in view of the growing demands of readers. But what is the present correlation between books produced and readers' needs?

4. Meeting Readers' Needs

Sociological investigations have been carried out for fifteen years now for the purpose of thematic planning and determining the structural ratios in publishers' programmes and plans. The results of these investigations are used in managerial activities and lead to a more adequate correlation between the readers' needs and publishers' practice. Investigations and polls have been carried out to determine the reading public's needs for economics, children's and teenagers' literature, school and educational books and methodological literature on Bulgarian and mathematics, reference books and the series released by different publishing houses. Of particular significance for the Bulgarian publishers are the findings of the comprehensive sociological survey, "Books and Readers in the People's Republic of Bulgaria (1972-1973)", which outlined the preferences and needs of the different age, social, educational, regional and other groups as regards the different genres and types of literature. It also specified the place of the different publishing houses in satisfying the readers' interests, as well as the socio-demographic indicators of the audience of each publishing house.

A similar comprehensive survey called "Books and Readers in the Stage of Developed Socialism (1981-1983)" is currently underway. Its aim is to establish the dynamics of readers' needs and interests and outline trends in the development of reading.

On the basis of the sociological investigations carried out in the 1972-1973 period we shall note some tendencies in the correlation between the output of publishers and the needs of readers.

i) Book publishing in Bulgaria is striving to follow the world tendencies by adapting them to national conditions and to develop readers' culture by instilling in them high aesthetic and moral criteria. An operative system has been set up which responds quickly to the readers' demands and continuously corrects the structural ratios between the different thematic groups.

ii) The investigations confirm that fiction is most popular and in the highest demand and that the most widely read genre is the novel.

The Bulgarian publishing houses, "Narodna Koultoura", "Bulgarski Pissatel", "Otechestvo", "Hristo G. Danov", "Narodna Mladezh" and the publishing house of the Fatherland Front cater with success for this cultural need of the Bulgarian reading public. There is a marked interest in contemporary foreign and Bulgarian literature, and in world and Bulgarian classics.

Such series as "World Classics", "Selected Novels", "Bulgarian Historical Prose", "Ray", "Galaxy", "World Images", "The Living Archives", "Great Bulgarians" and others enjoy a high prestige among readers. Science fiction, biographical novels and documentary prose have appeal for the various groups of readers.

iii) A very strong positive influence of the Bulgarian Television has been observed over the past five to ten years in stimulating the reading of famous literary works of which TV serials or films have been made and shown, such as John Galsworthy's "The Forsyte Saga", Thomas Mann's "Buddenbrook", Y. Simonov's "Seventeen Glimpses of Spring", A. Ivanov's "The Eternal Call", Leo Tolstoy's "Father Sergey" and others.

iv) Latest investigations have established a rapid growth in the readership of popular science, special scientific and technical, popular medical, natural history and technical books and books on art. There is, however, a shortage of reference literature.

v) There is a growing demand among readers, especially young ones, for socio-political literature based on documents, facts or memoirs (historical, books about the Bulgarian Communist Party, international relations, philosophy).

vi) Bulgarian book publishing is actively implementing major national programmes with international aspects such as the Comprehensive Programme for National Aesthetic Education and the Long-Term Programme for Harmonius Development of the Individual and Society, whose highlights are the life and work of Nikolay Roerich, Leonardo da Vinci, Lenin, Constantine Cyril, the Philosopher, and Georgi Dimitrov; the "Banner of Peace Assembly and Movement".

In this way publishers are trying to comply better with certain social requirements and to ensure a literary output which gives a broad culture to the younger generation and the people as a whole, and instills stable ideological and moral attitudes and motivations. It is expected that the most acute needs in the next few years will be linked with the continuing rapid development of the national economy, reform of the educational system, introduction of the new economic mechanism, further improvement of the nation's political system, enhancement of socialist democracy, etc.

5. Professional Organizations

Together with printing personnel and all other cultural institutions, publishing house employees in Bulgaria are members of the Trade Union of Printing Industry and Cultural Institutions Employees. This is a branch trade union with structural units throughout the country. Trade union organizations have been set up at all publishing houses with trade union groups in the bigger sections and departments.

A trade union organization in a publishing house is headed by an elected committee and a group by an organizer. The trade union organization is concerned with the overall improvement of work at the publishing house, achieving a high productivity, satisfaction of the social and communal needs of the personnel, observance of labour legislation and defence of its members' interests. It participates actively in the management of the publishing house. The chairman of the trade union committee is represented by right on the managerial or publishing council. A number of labour, social, personnel and financial matters cannot be solved without his consent and that of the trade union committee.

Many publishing house employees are also members of the Union of Bulgarian Writers, the Union of Bulgarian Journalists or the Union of Bulgarian Translators.

FIXED ASSETS IN THE PRINTING INDUSTRY[+] (in million levs)

1970	1975	1979	1980
43.0	66.4	105.8	116.7

INDEX OF LABOUR EFFICIENCY IN THE PRINTING INDUSTRY[++]
(1970=100)

1978	1979	1980	1981
141.4	149.1	155.2	147.6

The present day Bulgarian printing industry contrasts sharply with the deplorable inheritance at the end of the Second World War. In 1943 the country had about 400 printing houses, more than 200 of them in Sofia. The printing houses in the capital accounted for 80 per cent of all the printed matter produced in the country. However, all these enterprises were practically wiped out in the severe bombing raids of 1943 and 1944.

The Bulgarian printing industry was nationalized in the 1947-1949 period and as a result all printing houses, about 360 of them, were placed under state control and planning was introduced. A firm policy of concentration and specialization has been implemented. At present the system of the "Bulgarska Polygraphia" state corporation, which produces all books, newspapers and periodicals, includes 33 main printing houses, 7 of them in Sofia and the remaining 26 in the district cities. In 1981 these printing houses had 102 subsidiaries intended only for local printing services.

NUMBER OF PRINTING HOUSES (MAIN AND OTHERS)[+]

TERRITORIAL DISTRIBUTION AND PRODUCTION CAPACITY

Year	Total	Distribution in order of importance		Territorial Distribution		Output in million levs
		Main	Others	City	Others	
1970	113	32	81	109	4	60.4
1975	133	34	99	131	2	98.9
1979	135	34	101	135	-	122.3
1980	135	34	101	135	-	127.4
1981	135	33	102	135	-	132.9

III. PHYSICAL PRODUCTION

Printing in Bulgaria is a modern industry using advanced methods and machines such as computerized photocomposition, electronic reproduction equipment, printing and binding machines, sophisticated technologies and quality materials.

The increased possibilities of the Bulgarian printing industry can be illustrated with a number of facts and figures. Its output in 1981 was 24 times the 1939 level. The growth of production can be seen in the following table:

INDEX OF THE TOTAL PRINTING INDUSTRY OUTPUT+ (1939=100)

1948	1952	1956	1960	1965	1970	1975	1980	1981
165	229	333	653	1,100	1,400	1,900	2,200	2,400

In the past thirty years the total print run of books has increased 4.4 times. The annual print run of books in million copies has grown as follows: +

1951	1960	1970	1975	1980	1981
15.2++	27.0++	41.0	49.1	53.9	61.5

This considerable growth of production has been achieved mainly through the modernization of industry and higher labour efficiency, as evidenced by the following tables:

NUMBER OF PRINTING WORKERS+ (in thousands)

1944	1970	1975	1979	1980	1981
6.00+++	8.7	9.6	11.1	11.2	10.1

+ Statistical Yearbook of the National Committee for Social Information, 1982

++"Polygraphia" magazine, No. 1, 1970

+++ "Polygraphia" magazine, No. 2, 1968

+ Statistical Yearbook of the National Committee for Social Information, 1982
++ Only printing houses of the "Bulgarska Polygraphia" corporation.

Sixty per cent of the printing industry personnel, as well as 98 per cent of the newspapers and periodicals and more than 65 per cent of the books produced in Bulgaria are concentrated in Sofia. Books are also printed in Plovdiv, Veliko Turnovo, Varna, Yambol, Haskovo, Vratsa and Pleven.

Outside the "Bulgarska Polygraphia" state corporation system there are several big printing houses for packing material and a number of small printing and duplicating facilities for services to the population and individual organizations. They account for less than 10 per cent of the printed matter produced in the country.

As to the correlation between the production of books and the total amount of printed matter produced, it is difficult to give an answer that would be comparable with data from other countries. The table below therefore presents this correlation in two aspects: value of production and paper used for the purpose.

VARIOUS PRINTED MATTER IN PROPORTION TO THE TOTAL PRINTING INDUSTRY OUTPUT IN %

	Paper used	Value
Books	24.2	28.2
Periodicals	7.9	8.6
Newspapers	40.4	12.9
Forms	13.3	17.7
Ilustrated packaging	7.9	14.9
Others	6.3	17.7

After 1945 new printing houses had to be built and the destroyed or damaged ones rebuilt or restored. New printing houses were constructed in the 1952-1970 period in the cities of Sofia, Vratsa, Varna, Blagoevgrad, Yambol, Pernik, Sliven, Haskovo, Stara Zagora and Pleven.

Between 1972 and 1980 new printing houses were commissioned in Sofia, Rousse and Veliko Turnovo. These are modern production facilities with up-to-date equipment. Production premises account for 70.2 per cent of the total printing house area, and warehouses for 23.6 per cent. This is close to international standards and allows for further modernization through the replacement of equipment and the introduction of new technologies.

The Bulgarian printing industry develops in keeping with world trends.

All kinds of typesetting methods are used in book production: Photocomposition - 27.6 per cent, linotype - 38.3 per cent, monotype - 27.7 per cent and manual typesetting - 6.4 per cent. The commissioning in 1980 of a photocomposition centre using laser-type composing machines with an annual capacity of 25,000 sheets will raise the share of photocomposition, to 50 per cent in the next few years.

Both conventional photographic methods (76 per cent of the total number of colour originals) and electronic scanners (24 per cent) are used in reproduction processes.

The principal kinds of printing methods are used in the Bulgarian printing industry. Their share of total output is as follows: letterpress printing - 46 per cent, offset printing - 50 per cent and intaglio printing - 4 per cent.

The principal press sizes are 50x70 cm., 70x100 cm. and 84x108 cm. for the sheet-fed rotary presses and 70x100 cm., 60x90 cm. and 54x84 cm. for the web-fed rotary presses.

Large-scale mechanization has been introduced in the binding processes over the past ten years and manual labour has been considerably reduced. Six lines, 2 for brochures and 4 for hard covers, have been put into operation and ten machines for adhesive binding have been introduced. Of all the books produced, 33.4 per cent are in hard covers.

The main problems of the modernization of the printing industry are connected primarily with the fact that it uses exclusively imported machines, hence the difficulties of both replacement and maintenance. The expansion of offset printing is also hindered by the lack of locally produced pre-sensitized plates, while the modernization of letterpress printing runs into difficulties with the supply of photopolymer printing plates.

Plans have been approved for the construction by 1985 or 1986 of modern enterprises for the production of printing inks and pre-sensitized aluminium offset plates which will facilitate a more rapid modernization of production.

All future printing facilities will use offset printing.

Equipment investments in the past ten years have aimed at increasing photocomposition and offset printing facilities and for updating binding operations. An analysis of the economic effectiveness of the new printing houses upon reaching their planned capacity shows a profitability 5.5 times higher per 100 levs of fixed assets than that of similar enterprises using the old method of sheet letterpress printing.

Rapid development rates ensured in 1980 7.5 copies of books and 8.8 copies of periodicals per capita. The country's needs for printed matter are by and large satisfied.

The analysis of the future development of main printing products shows a slower quantitative growth in favour of better quality and higher profitability of production.

In view of future needs, in the next few years the production facilities of the national printing industry will develop as follows:

- commissioning of a new printing house in Sofia in 1984; it will produce more than 40 per cent of the books in the country;

- construction in 1984-1986 of a newspaper complex using photocomposition and web-offset printing;

- construction of enterprises for inks and pre-sensitized aluminium plates.

The realization of these tasks is linked with the purchase of the necessary equipment and, as far as the enterprises for inks and offset plates are concerned, with the purchase of licences as well.

The production activity of the printing industry is largely dependent on the production of paper. In the past ten years the production of writing and printing paper in Bulgaria has nearly doubled. At present 80 per cent of the needs are met with locally-produced paper, but variety is still insufficient. Requirements for paper glazed on both sides, light and other special types of paper are met through imports.

PAPER - PRODUCTION, IMPORT AND CONSUMPTION

Newsprint						Printing and writing paper				
Years:	1970	1975	1979	1980	1981	1970	1975	1979	1980	1981
Output+ in thousand tons	-	-	-	-	-	41.0	42.4	62.1	65.6	72.2
Export	-	-	-	-	-	++	++	++	++	++
Import in thousand tons	35.4	49.0	47.5	46.1	41.5	++	++	++	++	++
Per capita consumption in Kg.	4.2	5.6	5.4	5.2	4.7	4.8	4.9	7.0	7.4	8.1

The commissioning of new facilities and the reconstruction of some existing ones by 1985 will lead to a considerable increase in the production of glazed and light paper in the next five-year period, and in its quality.

The needs for newsprint will continue to be met exclusively by imports. Part of the newsprint is used for other printed matter as well, but a reduction of the latter's quantity has been observed in recent years.

Printing workers in Bulgaria are members of the Trade Union of Printing Industry and Cultural Institution Workers. This Union has the following structure:

- Central Committee - the supreme body of the branch trade union, directly subordinate to the Central Council of Bulgarian Trade Unions. Manages the whole activity of the union. Its operative organ is the Executive Bureau;

- printing house union organizations - each printing house has such an organization run by a trade union committee which is elected at a general assembly;

+ Statistical Yearbook of the National Committee for Social Information for 1982

++ Conclusive data are still lacking.

- district committees - on the territory of each district. They are directly responsible for the activity of the union's district organization;

- trade union groups - set up at each production unit. Each is managed by a group organizer who is elected at a general assembly.

The printing workers' union, one of Bulgaria's oldest labour organizations, was established in 1907.

IV. DISTRIBUTION

1. Bookselling Network

A powerful specialized organization - the State Corporation "Knigorazprostranenie"/Book distribution - has a chain of sound bookselling organizations in the capital and in all districts of the country, warehouses of its own and transport of its own. It supplies more than 1,600 bookstores in the country. The "Knigorazprostranenie" State Corporation is a major institute of our socialist culture, called upon to meet the demands of the reading public most fully, and also to contribute in forming these demands. It provides the main connection between readers and publishers. Through its wide network of bookstores and the book distributors they employ, it follows closely readers' interests and participates actively in drawing up publishers' plans and schedules.

In the last five years book distribution has scored major successes in book sales. The Bulgarian literature sold in 1980 was by about 49,000 levs worth more than that sold in 1975, illustrating the mounting interests of the Bulgarian reader.

During this period various forms of book sales developed on a broad basis as a result of the Special Decision of the Secretariat of the Central Committee of the Bulgarian Communist Party, "for the further development and improvement of book distribution in the country."

The following are some of the many and varied bookselling points:

i) Bookstores, including:

- universal bookstores, where books of all literary groups are sold - they constitute 81% of the total number of bookstores;

- specialized bookstores, where books of a certain literary group, e.g., technical, medical or some other special group are sold.

ii) Homes of the Book, occupying an area of more than 3,500 square metres. There are only a few of these specially built homes at present, but their construction has been launched in all the bigger towns.

iii) Pavillions - a wide network of these exists in populated areas and resorts.

iv) The newly formed movement "Friends of the Book" takes a fair share of book sales. Those taking part in this movement work on a voluntary basis, and distribute books at institutes and institutions, schools, factories and plants. They already number over 25,000, organized in 3,000 clubs, and this figure is steadily growing.

v) The organization of bazaars and book exhibitions on various occasions has become a constant practice. Such occasions are, for example, celebrations, meetings with poets, writers, literary discussions, etc.

The forms of bookselling, apart from bookstores, account for 24 per cent of the total turnover of books.

Much has been done to modernize and reconstruct the existing bookstores, as well as to open new ones. Within five years alone, 115 have been modernized or reconstructed, 105 new ones built and 112 newly furnished. The first five mobile bookstores have been put in operation.

2. Import and Export

Bulgarian readers seek foreign books both in the spheres of science and fiction. The import and sale of foreign literature in 1980 amounted to 12 per cent of the Bulgarian books sold. Books are imported from 27 countries. The number of imported titles is about 18,000 in some ten million copies. The main supplier is the USSR. Books written in Russian are not difficult to read for a Bulgarian. That is why they are sold everywhere, along with Bulgarian books. There are also specialized bookstores for Soviet literature in all the bigger towns.

There has been a gradual but steady increase in imports of books from the German Democratic Republic, Poland, Czechoslovakia, Romania, Federal Republic of Germany, United Kingdom, the USA, France and the Netherlands. The "Knigorazprostranenie" State Corporation has 49 specialized bookstores where such literature is sold.

Bulgaria exports books to 72 countries. More than 8,000 titles in more than 3,500,000 copies were exported to different countries in 1980. There has been a 12 per cent increase over the 1975 level.

The biggest buyer of Bulgarian books is the USSR which takes two thirds of book exports. There follow the German Democratic Republic, Czechoslovakia, Poland, Cuba, Federal Republic of Germany, United Kingdom, United States, France, Japan, Belgium, Yugoslavia, and others. Some books are published in foreign languages for export at the request of foreign firms. They constitute about 70 per cent of book exports and belong to different literary groups - fiction, science, technology, medicine, socio-political literature, literature for children, etc. In addition, there are a great many books in the Bulgarian language on the export lists. The choice is very wide, and clients' interests vary considerably so that there are wide fluctuations in these exports of literature. Consequently, bookselling organizations and publishing houses are endeavouring to expand their sales of Bulgarian literature translated into foreign languages. From an economic point of view this is considerably more profitable.

A specialized Agency, "Propaganda, Exhibitions and Fairs", promotes Bulgarian books in the country and abroad.

Each year an international book fair is held in Bulgaria with the participation of more than 90 firms representing 825 publishing houses. It is at this fair that the State Corporation "Knigorazprostranenie" concludes most of its contracts for the import of literature. Bulgaria regularly takes part in almost all major and established international book fairs, endeavouring to increase the number of its partners.

3. Libraries

a) Origins

As an organized form of supplying certain categories of the population or the entire population of the country with literature and information, the library has been a constant companion of the Bulgarian state for more than 1,100 years, i.e., since the creation of the Bulgarian script and the emergence of a national Bulgarian literature. The existence and development of library work in Bulgaria is evidenced by the more than 1,000 year old library of the Rila Monastery and the hundreds of handwritten books from monastic, royal or Boyar's libraries preserved in this country and abroad.

It is considered that secular libraries in Bulgaria date from 1847, when a school library, open to adults as well, was founded in the town of Tryavna. The first Bulgarian popular reading clubs, i.e., the first public libraries came into being in the towns of Svishtov, Lom and Shoumen, on the basis of the then nearly fifty year-old new Bulgarian printed book, the burgeoning school system, and the economic, cultural and political upsurge in the country. The first Bulgarian scientific library at the Bulgarian Literary Society, later to evolve into the Bulgarian Academy of Sciences, was founded in 1869.

After Bulgaria's liberation and the restoration of the Bulgarian State, libraries developed at a relatively high rate. The vast majority of the new libraries were either state-owned or sponsored by the public cultural and educational organizations such as the popular reading clubs. The "Cyril and Methodius National Library" was founded in 1878, the district library of the city of Plovdiv - now the "Ivan Vasov National Library - in the following year, and along with the foundations of the first Bulgarian University in Sofia, the first library of a higher institute of learning was established in 1882.

By special law of 1897 each of the two national libraries in Sofia and in Plovdiv received a free copy, for deposit, of the entire literary product of Bulgaria. In the same year the current national bibliography was started.

Prior to the socialist revolution in Bulgaria in 1944 there were 3,500 libraries with a stock of 3,200,000 volumes.

Since 1944, within a period of 38 years, the network of libraries has expanded considerably and at very high growth rates. Thanks to the systematic and purposeful action of the State, libraries have become one the most active and widely used cultural institutes of the country.

The first decree of the Council of Ministers regulating the organization, functions and tasks of libraries in Bulgaria was issued in 1957. A decree "for the formation of a unified library system in Bulgaria" was issued in 1970, and a decree of 1973 closely linked the library and information systems of the country.

Today there are only public libraries in Bulgaria serving the population. They are financed and supported by the State through its central or local budgets.

There are thousands of private libraries in the country but they do not perform any social functions.

The use of Bulgarian libraries is free of charge.

On 1 January 1981 there were 10,191 libraries operating in the country. Four thousand of these are staffed by professional librarians; about 2,100 are serviced by representatives of the local intelligentsia who are paid for their work. The rest of the libraries are staffed by public volunteers.

Bulgarian libraries possessed 92,807,000 library registration units. They serviced 3,405,351 regular readers who borrowed 52,510,000 library materials in 1980.

The main library in the country is the "Cyril and Methodius" National Library. It is the national archives of Bulgarian literature, the basic scientific library of the country, a depository for publications of the United Nations and other international organizations, an information and bibliographic centre of the organs of social management, the national archives of the Bulgarian National Revival, a national bibliographic centre, a scientific research institute in the sphere of library studies, bibliographic studies and book studies. It gives methodological guidance to the libraries in the country and performs various central functions for the unified library system.

This library has a national laboratory for the conservation and restoration of library materials. It possesses one of the largest oriental archives in Europe. Its stock amounts to some five million library units. It serves about 30,000 readers, science workers and specialists.

Five of the biggest scientific libraries have been designated as central libraries; they are: the Central Library of the Bulgarian Academy of Sciences which manages more than fifty branch libraries within the system of the Academy and possesses a stock of 1,200,000 volumes; the Central Medical Library; the Central Scientific-Technological Library, with the richest collection of special technical publications (patents, firm catalogues, price lists, translations, reports on assignments, etc.): the Central Agricultural Library; the Central Library of Sofia University.

The district libraries are the basic territorial scientific libraries. They are universal in character and provide library, bibliographic and information services to the main territorial-administrative units of the country - the districts. The largest is the Ivan Vazov National Library in Plovdiv.

The district libraries have a library stock of 8,526,000 library materials.

At each of the 291 municipal centres in the country there is a central municipal library. In providing library service to the population within their circumscription the central libraries are assisted by the more than 3,600 reading club libraries which exist in other settlements. The reading club libraries have the largest stock of books among all libraries in the country - 31,016,000 volumes - and they cater for 1,441,150 readers.

Each school has its own library. There are 3,665 school libraries in the country. Most of them are staffed by teachers who receive extra pay for their library service. At 650 schools there are professional librarians on the staff. Their task is to help students consolidate and extend the knowledge acquired at school. Their stock of books amounts to 14,944,000 library units.

A total of 1,909 independent libraries have been established at the biggest enterprises and institutions in the country. They are supported from the budget funds of the respective enterprises and institutions. About 600 of them are staffed by professional librarians. These libraries meet the general educational and cultural, and professional interests of their readers. They have a stock of 8,456,000 library materials.

Each higher educational establishment in the country organizes its own library, which serves research work, teaching, lecturing and the students in their school work. The holdings of these libraries are estimated at 4,609,000 library units.

The group of special libraries includes practically all libraries of the Bulgarian Academy of Sciences, of the various scientific research and technology transfer institutes, the libraries of institutions, theatres, museums and public organizations. Holdings in these libraries contain a large number of specific carriers of information such as patents, standards and firm catalogues. They possess a total of 23,209,000 different registered units. Books and periodicals constitute the smallest portion of their collections.

b) Library Collections

As already mentioned, in 1980 Bulgarian libraries kept a stock of 92,807,000 registration units. This means that there are more than ten library materials per potential reader in the country. Each year more than six million library materials of different kinds flow into the country's libraries. The State has always provided the necessary funds for keeping library collections complete. Obligatory norms of financing have been established for the general educational libraries. Reading club libraries receive 26 stotinkas per resident, school libraries 1 lev per student and factory and institution libraries up to 1 lev per worker or civil servant.

Under a special law of 1966 the Bulgarian printing houses are obliged to supply free of charge the "Cyril and Methodius" National Library with twenty copies of each printed edition published in the country, for distribution to libraries.

The biggest libraries in the country maintain regular book exchanges with libraries throughout the world.

There is no library in the country that does not receive at least 100 titles of new literature each year. In the biggest libraries acquisitions of new titles vary between 30 and 100 thousand a year.

The general educational libraries receive literature mainly in the Bulgarian language, while the scientific libraries receive materials in Bulgarian and foreign languages.

Every year about 1,500,000 volumes are withdrawn from library lists as worn out, or obsolete editions.

c) Premises

Since the socialist revolution a large number of buildings have been erected for different kinds of libraries. More than 2,200 reading clubs have been built with special premises for their libraries. The National Library, 12 district all-city libraries and 8 libraries of higher educational establishments have acquired new buildings. Special norms have been set for library premises, which are binding for builders and investors in the construction of school and industrial buildings.

Each library in premises specially built for the purpose, adapted, or reconstructed is equipped with a hall where the collection of books is kept on open access, reading rooms and a book depository.

More than 24 million visits are made to the country's libraries each year, which is the equivalent of 3.7 visits per year for every potential reader. On his visits a reader borrows six library materials a year on the average.

d) Exchange between Libraries

A sound system of inter-library loan has been established in the country. The centre of inter-library loans is the "Cyril and Methodius" National Library. A special instruction has been issued, in accordance with international regulations, on the basis of which inter-library exchanges are organized. The central municipal libraries and district libraries act as exchange centres in their respective circumscriptions. The central branch scientific libraries organize their service within the framework of their branches or institutions. The territorial library system is assisted in its work by four zonal district libraries which play the role of depositories for Bulgarian and less widely sought literature in foreign languages (Varna, Plovdiv, Rousse and Sofia).

To facilitate the exchange of publications the National Library maintains a national reference catalogue of foreign periodicals and foreign books available in Bulgarian libraries.

e) The degree to which demands are met

The Bulgarian libraries meet, to a great extent, the demands of the population. As already pointed out, the book supply in the country is considerable. Each year a large part of the publishers' produce flows into the libraries. This, however, does not mean that the demands of the reading public are met to the full. The quantities in which some books are available on the market - few in number as these particular books may be - are insufficient. At the same time other titles tend to lose the readers' interest. It has therefore been necessary to link libraries together in territorial and branch library systems, so as to make their stocks considerably more usable.

Interest in foreign literature is also growing. This means that in future an increasing amount of it will enter Bulgarian libraries. The Bulgarian reader has a major advantage in being able, without much difficulty, to use literature in the Russian language. This fact widens the capabilities of the libraries.

Electronic computers, which are gradually being introduced into scientific libraries, will extend the information capabilities of these libraries. At present, only a few libraries are using their own or some other institute's electronic computer and this has considerably increased their capabilities.

Library workers are members of the Trade Union of Printing Industry and Cultural Institutions Employees. At this Union there is a "Librarians' Section". In practice it is a multi-branch section and is headed by a committee elected by librarians who are members of different trade unions. This section organizes qualification courses, provides incentives for library workers and defends their professional interests.

V. READING

In socialist Bulgaria reading is a mass social phenomenon since an especially important socio-cultural prerequisite has been created: illiteracy has been eradicated and the educational level of all age groups of the population is constantly being raised.

In order to illustrate more clearly the development of education in the country the following data are provided on the level of academic achievement at ten-year intervals:

Year	Population	Elementary Education	Primary Education	Secondary Education	Higher Education	Incomplete Elementary Education
1934	4,941,848	1,733,350	443,113	133,111	33,031	2,599,244
1946	6,008,354	2,202,557	1,125,410	276,694	55,238	2,348,454
1956	6,495,229	2,367,812	1,616,225	575,397	112,506	1,823,289
1965	7,211,375	2,286,716	2,309,436	888,328	173,319	1,553,576
1976	7,658,498	2,043,989	2,617,963	1,594,991	311,851	1,089,704
1934	100%	35%	9.0%	2.7%	0.7%	52.6%
1946	100%	36.7%	18.7%	4.6%	0.9%	39.1%
1956	100%	36.4%	24.9%	8.9%	1.7%	28.1%
1965	100%	31.7%	32.0%	12.4%	2.4%	21.5%
1975	100%	26.7%	34.2%	20.8%	4.1%	14.2%

There is a clear trend of continual and fast growth in the population's educational level over the age of eight, in terms of increasing both the number of those who have higher education (0.9% in 1946, 2.4% in 1965, 4.1% in 1975) and the relative share of persons of secondary and "semi-higher" education (from 12.4% in 1965 to 20.8% in 1975).

At the end of 1975, 24.9 per cent of the Bulgarian population had secondary, semi-higher or higher education, as against 14.8 per cent in 1965. This means that over the 1965-1975 period the number of persons with secondary and higher education almost doubled: from 1,062,000 at the end of 1965 to 1,907,000 at the end of 1975.

The number of employed specialists with higher, "semi-higher" and secondary education increased from 257,000 in 1960 to 767,000 in 1977. The majority of specialists employed in the national economy are young people (up to age 35). There has been a big increase in the number of young specialists; 243,000 at the end of 1966; 301,000 at the end of 1970; 417,000 at the end of 1977.

The number of engineering and technical specialists registered the biggest increase in both absolute and relative terms during the period 1960-1977; there was over a fourfold increase.

The political and socio-economic transformations in socialist Bulgaria are closely linked with the cultural policies that are being implemented. The essence of these policies is the democratization of culture, full participation of the people in the cultural process from the viewpoints of creation and discriminating appreciation of the material and spiritual values of the past and the present.

Reading and Readers

The popularity and the democratic character of book reading in Bulgaria can be illustrated both by adducing data about the number of books read in the course of a three-month (or twelve-month) period and by finding out the degree to which readers' interests were met. The following tables present the results of a representative sociological study carried out by the National Scientific Information Centre of Culture in 1981 among 1971 persons.

DISTRIBUTION OF READERS ACCORDING TO SOCIAL STATUS

Social Group	Workers		Farmers		Employees with university education	
Number of books read in a 3-month period	No.	%	No.	%	No.	%
None	239	39,64	93	61,18	8	3,20
One book	134	22,22	29	19,08	33	13,20
2 to 5 books	166	27,53	17	11,18	126	50,40
More than 6 books	54	8,96	1	0,66	81	32,40
Non-respondent	10	1,66	12	7,89	2	0,80
TOTAL	603	100,00	152	100.00	250	100,00

Employees with higher education		Artists and Intellectuals		Students		Housewives and Pensioners		Non-respondents	
No.	%	No.	%	No.	%	No.	%	No.	%
50	11,34	0	0,00	2	1,39	184	54,76	4	30,77
14	21,32	3	9,37	9	6,25	47	13,99	1	7,69
201	45,58	18	56,25	73	50,69	69	20,54	1	7,69
92	20,86	11	34,37	58	40,28	28	8,35	2	15,38
4	0,91	0	0,00	2	1,39	8	2,38	5	38,46
441	100,00	32	100,00	144	100,00	336	100,00	13	100,00

DISTRIBUTION OF READERS ACCORDING TO EDUCATIONAL LEVEL

Educational Level	Elementary Education		Primary Education		Secondary (Comprehensive)	
Number of books read	No.	%	No.	%	No.	%
None	244	73,27	217	40,94	52	15,66
One book	33	9,91	111	20,94	72	21,69
2 to 5 books	36	10,81	139	26,23	134	40,36
More than 6 books	12	3,60	47	8,86	71	21,39
Non-respondent	8	2,40	16	3,02	3	0,90
TOTAL	333	100,00	530	100,00	332	100,00

Secondary (Vocational)		Semi-higher and higher		Non-Respondent		Total	
No.	%	No.	%	No.	%	No.	%
37	9,89	8	2,37	22	34,37	580	29,43
77	20,59	47	13,91	10	15,63	350	17,76
176	47,06	173	51,18	13	20,31	671	34,04
80	21,39	106	31,36	11	17,19	327	16,59
4	1,07	4	1,18	8	12,50	43	2,18
374	100,00	338	100,00	64	100,00	1971	100,00

DISTRIBUTION OF READERS ACCORDING TO PLACE OF RESIDENCE

Place of Residence	Sofia		District centre		Town	
Number of books read in a 3-month period	No.	%	No.	%	No.	%
None	27	11,59	81	15,28	110	25,70
One book	38	16,31	86	16,23	80	18,69
2 to 5 books	94	40,34	255	48,11	151	35,28
More than 6 books	73	31,33	101	19,05	82	19,16
Non-respondent	1	0,43	7	1,32	5	1,17
TOTAL	233	100,00	530	100,00	428	100,00

Village, as a centre of a settlement system		Constituent		Non-Respondents		Total	
No.	%	No.	%	No.	%	No.	%
27	35,53	322	47,85	13	41,94	580	29,43
20	26,32	122	18,13	4	12,90	350	17,76
22	28,95	144	21,40	5	16,13	671	34,04
7	9,21	62	9,21	2	6,45	327	16,59
0	0,00	23	3,42	7	22,58	43	2,18
76	100,00	673	100,00	31	100,00	1971	100,00

It is considered that the most active readers are those who have read more than 6 books per quarter; readers of medium activity, those who have read from 2 to 5 books; and last come those who have read one book or none.

The group of readers of medium activity is the largest, accounting for 34 per cent. It includes mostly the intellectuals, students, employees with higher education, employees with higher education, employees with secondary education, workers; residents of district centres, the capital city and other towns; young people between the ages of 15 and 19, followed by the 20-29 age group and the 30-39-year-olds.

Those who have read one book come second, constituting 17.76 per cent of those questioned; and the most active readers - 16.59 per cent - come third.

Readers who have read one book each during the three-month period are mostly workers, employees with secondary education, farm employees; persons with secondary special, primary and secondary vocational education; persons aged from 40 to 49 and from 30 to 39; slightly more men than women; residents of villages which are centres of settlement systems.

The factors limiting the desire to read can be graded thus:

- tired after work 16.08 per cent
- family obligations 12.23 " "
- public activities 3.50 " "
- inconvenient hours of work 2.49 " "
- material hardships 1.22 " "
- "They don't satisfy me" 1.17 " "
- absence of the necessary cultural facilities (bookshop, library, etc. at the place of residence 0.61 " "

The study, "Books and readers in the People's Republic of Bulgaria", carried out in 1972-73 found that 30.4 per cent read as much as they wanted while a similar study in 1981 found - as has already been noted - that percentage to be 42.5.

Family obligations were cited by 32.5 per cent as a factor inhibiting reading in 1972 while in 1981 this percentage dropped to 12.23, as a result of wider introduction of household appliances, improved public services, and an expanded network of child care establishments.

The positive changes in book publishing and distributing policy are illustrated by the fact that while in 1972 12.1 per cent of the population were unable to find the books they wanted, the corresponding figure for 1981 is 1.78 per cent.

The place of reading in people's leisure time merits closer attention. Studies carried out in 1981 indicate that the reading of books and magazines comes second among the cultural pursuits carried out in leisure time. A Bulgarian devotes 16 minutes a day on the average to the reading of books and magazines compared with 13 minutes in 1970-71. Watching TV comes first (58 minutes).

Yet another fact which shows the interest of the Bulgarians in books is the existence of an extraordinarily large number of home libraries. A study was carried out in 1980 of 4,000 households. Of these 2,499 (i.e. 62.5 per cent) had their libraries at home. The average number of books per household is 73.

Special attention is paid to some sections of the reading public and publishing houses and the State make considerable efforts to meet their specific needs for publications. The needs of the young generation come first. Textbooks and other aids are closely linked in content with the curricula. They are published in numbers which are enormous in proportion to the country's size and have the lowest nominal price. Schools for the handicapped (mentally retarded) and the disabled are provided with textbooks. Literature for children and teenagers - some 300 titles annually - comprises all genres and periods, covering both the classics and the contemporary Bulgarian and foreign authors. A national scheme embracing almost all publishing houses has been worked out to meet the interests of the young.

VI. PROFESSIONAL TRAINING

The oldest educational establishment in this sphere is the Polygraphic Secondary School in Sofia. It is a successor to the Secondary Graphic School founded in 1923 which produced many outstanding Bulgarian printers. Today the Julius Fucik Polygraphic School in Sofia is a secondary education establishment offering a four-year course of study. Each year 100 to 120 graduates complete the course.

There is no special educational establishment for training editors and other publishing staff. They are recruited from among graduates of the University of Sofia and some other colleges of higher education providing special training. The forms of providing additional professional qualifications are inadequately developed. A special programme has been drawn up this year (1982) to promote the training of book publishing staff. Starting from the 1982/83 academic year, the Department of Journalism of the University of Sofia is to provide an additional post-graduate course for editors from the publishing houses.

The world-wide trend of professional development through life-long education has been reflected in the organization of house seminars at publishing firms with a view to improving the ideological and professional training of the staff. Also, scientific conferences and workshops on specific subjects, discussions on professional topics, etc. have been held.

It is only in the past ten years that booksellers have been trained in the theoretical principles of book marketing and professional booksellers' expertise. A special course for booksellers was opened in 1970 at the Economic Secondary School in Sofia and in the 1978/79 academic year the State Institute of Librarianship inaugurated a course for book distribution specialists with semi-higher education.

In 1980 the number of book marketing employers with higher education rose by 21 per cent as against 1975, and the number of those with semi-higher education went up by 35 per cent.

The State Book Distribution Corporation regularly organizes on-the-job and other courses for various kinds of specialists where they can improve their professional expertise.

Libraries in Bulgaria employ librarians with higher and semi-higher education in librarianship and also cultural and educational workers with semi-higher and secondary education.

There is no special higher education establishment for librarians. A Chair in Librarianship and Scientific Information at the University of Sofia has been training librarians in conjunction with other higher education courses since 1954. Along with their basic course, the students study the principles of librarianship or scientific information as a more narrow specialization for seven semesters. The same Chair also runs two-year or six-month (intensive) courses for librarians and specialists in scientific information with higher education.

Librarians with higher education receive additional training at six-month courses run by the Cyril and Methodius National Library.

The main institute which trains librarians is the State Institute of Librarianship established in 1950. It provides a two-year course of study for graduates from colleges of secondary education. They are trained for employment in general libraries.

Specialists with higher education in book publishing, the book trade and librarianship are trained mainly in the USSR - at the Moscow Institute of Polygraphy and at the Institutes of Culture in Leningrad, Minsk and Kiev. Specialists with higher education in printing technology are trained at the Moscow Institute of Polygraphy and at the Higher College of Polygraphy in Leipzig and Karl Marx Stadt in the German Democratic Republic.

Present requirements for specially trained staff are on the whole adequately met but as the work becomes more exacting there is greater need for additional training.

As early as the first decades of the century printers, booksellers and librarians published their own professional periodicals but these appeared irregularly and with long breaks in between.

The first professional journal to appear in socialist Bulgaria was the Yearbook of the Bulgarian Institute of Bibliography. In 1952 the Cyril and Methodius National Library started the publication of Izvestiya. The magazine Bibliotekar ("Librarian") which first appeared in 1954 aims at helping librarians develop ideologically, politically, culturally and professionally, highlighting the most advanced methods of work. The National Library in Plovdiv also publishes its own Yearbook.

The magazine Poligfafiya ("Polygraphy") was launched in 1960. After having twice ceased and resumed publication, today this magazine carries articles on the technical, technological, organizational and economic problems of printing.

Editors and publishers publish their own weekly, ASB (since 1979). Although it is addressed to a wider audience, its pages often provide a forum for discussing topical problems of interest to professional publishers.

Other periodicals which devote some space to the problems of book publishing include Problemi na koultourata ("Problems of Culture"), a publication of the National Institute of Culture, and Bulgarski zhournalist ("Bulgarian Journalist").

VII. LEGAL AND INSTITUTIONAL BASIS

1. Copyright

The legal basis of copyright is enshrined in Article 26 of the Constitution of the People's Republic of Bulgaria, which stipulates that copyright is under the protection of the State. This protection is regulated by the Copyright Act (published in Izvestiya, No. 92 of 16 November 1951; amended in No. 10 of 1 February 1952; modified and supplemented in No. 55 of 5 May 1972). The property rights of authors are guaranteed by rates for the remuneration of authors, performers and others, approved by the Council of Ministers (published in Durzhaven Vestnik, No. 32 of April 1971 (33, 34), 1971); amended and supplemented in Durzhaven Vestnik No. 91 of 22 November 1974).

The history of the Copyright Act in Bulgaria can be divided into two periods: before and after Socialism. Copyright in the newly independent Bulgaria after the Liberation (1878) served the interests of publishers and printers. Special rules affecting copyright were promulgated in 1921, i.e., 40 years after the Liberation, while rules regulating the publisher's contract were enacted as early as 1897. The 1921 Copyright Act supplemented in many respects the protection afforded publishers by the Trade Treaty of 1897. Despite some partial amendments prior to 9 September 1944, the Copyright Act was characterised by the great degree of dependence on the publisher in which it placed the author.

It was only when socialist law addressed itself to the problem that a real Copyright Act was evolved.

In view of all its detailed provisions and specific character, it was decided not to incorporate it into the Civil Code and it was therefore enacted as a separate law.

The relations between publisher and author are regulated by the Copyright Act and the Obligations and Contracts Act. The Copyright Act forbids the publication or other use of a work without its author's permission. The publisher concludes a contract with the author for only one specific publication. The validity of this contract cannot extend beyond three to five years. Rights remain with the author and new contracts are concluded and new terms agreed upon for each subsequent publication by the same publishers, by other publishers in the country or abroad. Copyright remains in force for fifty years after the author's death.

The existing copyright regulations in the People's Republic of Bulgaria ensure a high level of protection of the author's rights and fulfil the provisions of the international copyright conventions to which Bulgaria has acceded. Within this wide international context it can be clearly seen that the necessary internal and international opportunities have been provided in Bulgaria for integrating its national literature, art and science in the World cultural process.

Bulgaria acceded to the Berne Convention on the Protection of Literary and Artistic Works (1921) and to its latest Paris wording (1971). The principles imbedded in this Convention are consistently reflected in its legislation.

A Copyright Agency has been set up on the basis of the Copyright Act by a decree of the Council of Ministers. The Agency provides state supervision in the sphere of copyright and the observation of the relevant international agreements; it acts as a Bulgarian literary agency for promoting and spreading the works of Bulgarian authors abroad; it ensures overall protection of the rights of Bulgarian authors at home and abroad as well as those of foreign writers in Bulgaria, in accordance with existing legislation and international agreements through all legal means and methods; it endorses contractual terms, concludes contracts and pays the Bulgarian authors for the publication of their works abroad and authors from foreign countries for publication of their works in Bulgaria.

2. Encouragement of Books and Reading

In addition to the State Book Distribution Corporation and the publishing houses, the Friends of the Book movement also publicizes and sells books. It was set up on the initiative of book lovers and functions as a public organization. It does not collect membership dues and has no obligatory forms of activity. The movement is organized: it is led by a National Council and district councils and has set up clubs at schools, bookshops, enterprises, military units, etc. Several thousand clubs have been formed. It has adopted Basic Guidelines for the Role of the Movement and Suggested Guidelines for the Activity of Clubs.

The Movement's primary concern is to promote public appreciation of books. It organizes between 300 and 500 meetings between writers and readers every year. It studies readers' needs and tries to satisfy them. It also shares in the decision on the optimum number of copies of individual books to be printed.

The second basic activity of the Friends of the Book Movement is the direct sale of books. It sells books for some 4 to 5 million leva every year. Only a beginning has been made in this respect. The possibilities are numerous. The people's bookshops are opened at factories and enterprises, educational establishments, military units, etc. The person or persons in charge of the bookshops are employees of the same enterprise or factory and work voluntarily, without remuneration. The bookshops open at a time convenient to the employees: at lunch breaks or early in the morning. They are furnished with books and given assistance in accounting by the State Book Distribution Corporation.

The Movement also seeks out old and second-hand books.

There are three institutions in the country engaged actively in studies of books and reading.

For fifteen years now systematic research on the problems of books has been carried out by a specialized information and study group affiliated to the publishing industry (Poligrafizdat, the "Bulgarian Book" State Corporation, the Committee for Publishing, the Committee for Culture and now the "Bulgarian Book and Press" Association). It has a sector for sociological studies on books and reading.

The main aspects of research are:

a) The study of the reading public, promotion of appreciation of books and sociological aspects of personnel policy. This work is done through fundamental surveys, representative of the reading public: "Book Publishing and the Book Market" (1966-67), "Books and Readers in Bulgaria" (1972-1973), "Problems of Socio-political Literature - Reading, Publishing, Distribution" (1977), "Books and Readers in the Stage of Developed Socialist Society" (1981-1983).

b) Polls revealing the attitudes of various groups of readers towards specific types of publication: "Sociological Problems of Literature for Children and Teenagers - Reading, Publishing, Distribution and Promotion" (1976), "The Effect of the Front-ranking Experience and Socialist Productivity Contest series" (1979), "Problems in Publishing Reference Books", "Adventure and Science Fiction Themes in Literature for Children and Teenagers" (1979-1980).

c) Secondary Analysis: "The Role of the Individual Publishing Firms in meeting the Readers' Interests" (1974), "Problems of Mass Political Publications" (1976) and others.

The Research Institute of Culture at the Bulgarian Academy of Sciences and the Committee for Culture carry out fundamental scientific and theoretical investigations and prepare norms and forecasts for the development of activities in the spheres of culture, book publishing and distribution.

The Cyril and Methodius National Library carries out research on books and reading on its own "library territory".

An association named Bulgarian Book and Press was established on 1 October 1982. It includes creative productional and economic organizations. It is a corporate body operating on the cost-account principle and based in Sofia. It includes all (state and public) publishing houses, the Bulgarian Polygraphy Corporation with its printing presses throughout the country, the Book-marketing Corporation with its provincial enterprises, the Board of Book Promotion and Book Fairs, and others. In practice this Association covers the whole process - thematic policy, publishers' editing of manuscripts, printing, circulation policy, promotion and marketing, including imports and exports. In fact, it has all the means necessary to co-ordinate the efforts of all sectors and implement a unified policy as regards books and reading in Bulgaria.